

Rep Order# 8886933 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/19/2012 8:45 AM
Last Received: 10/19/2012 8:15 AM
Showing Buylines: All Lines

1 of 2

Station KTVX-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG
Product TRACEY ROBINSON
Estimate# 3420
Buyer NMRPP MEDIA ASSISTANT
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
Flight Dates 10/26/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|---------|--------------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 1 | F | 7A-9A | Buyline Comment: GMA | :30 | \$300.00 | 10/26-10/26 | 1 | 1 | 1 | \$300.00 | |
| | 2 | M-F | 7A-9A | Buyline Comment: GMA | :30 | \$300.00 | 10/29-11/02 | 5 | 1 | 5 | \$1,500.00 | |
| | 3 | M-TU | 7A-9A | Buyline Comment: GMA | :30 | \$300.00 | 11/05-11/06 | 2 | 1 | 2 | \$600.00 | |
| | 4 | M-F | 11A-12P | Buyline Comment: VIEW | :30 | \$300.00 | 10/29-11/02 | 4 | 1 | 4 | \$1,200.00 | |
| | 5 | SU | 10A-11A | Buyline Comment: THIS WK | :30 | \$250.00 | 10/28-10/28 | 1 | 1 | 1 | \$250.00 | |
| | 6 | F | 3P-4P | Buyline Comment: ELLEN | :30 | \$400.00 | 10/26-10/26 | 1 | 1 | 1 | \$400.00 | |
| | 7 | M-F | 3P-4P | Buyline Comment: ELLEN | :30 | \$400.00 | 10/29-11/02 | 2 | 1 | 2 | \$800.00 | |

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Product TRACEY ROBINSON
Estimate# 3420
Buyer NMRPP MEDIAASSISTANT
Phone#
Fax#

Agency () NATIONAL MEDIA INC
815 SLATERS LANE
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 155/426/3420
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Sales Office () WASHINGTON
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| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|-----|---------|--|-----|------------|-------------|------------|------------|-------------|------------|---------|
| | 8 | M | 3P-4P | ELLEN | :30 | \$400.00 | 11/05-11/05 | 1 | 1 | 1 | \$400.00 | |
| | | | | Buyline Comment: ELLEN | | | | | | | | |
| | | | | Sales Remark: V1 . | | | | | | | | |
| | 9 | M-F | 5P-530P | NEWS | :30 | \$500.00 | 10/29-11/02 | 4 | 1 | 4 | \$2,000.00 | |
| | | | | Buyline Comment: NEWS | | | | | | | | |
| | | | | Sales Remark: V1 . | | | | | | | | |
| | 10 | SU | 7P-8P | ONCE | :30 | \$4,000.00 | 10/28/10/28 | 1 | 1 | 1 | \$4,000.00 | |
| | | | | Buyline Comment: ONCE | | | | | | | | |
| | | | | Sales Remark: V1 I KNOW THIS MIGHT NOT CLEAR | | | | | | | | |

M 7-9 During @ 5300

---REPORT TOTALS---

Report Totals: 22 / \$11,450.00

---SALES MONTHLY TOTALS---

Oct 12: 4 / \$4,950.00 Nov 12: 18 / \$6,500.00
Sales Totals: 22 / \$11,450.00
Station Totals: 22 / \$11,450.00
Lines not sent/rcld/term: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|----------|---------|----------|---------|---------|----------|
| Market Totals | \$43,289 | CABL 0% | KAZG 0% | KJZZ 0% | KPNZ 0% | KSL 30% |
| | | KSTU 5% | KTVX 26% | KUCW 8% | KUPX 0% | KUTV 30% |
| | | NTVX 0% | | | | |

Books null
Demos RA35+